Top 10 Tips for Enhancing Your Micro-Site Listing

The goal with your micro-site is to provide enough detail and calls to action that the site visitor (your potential customer) will be strongly compelled to call you, contact you, or visit your business.

Optimize your Content... for Users and for Search Engines

Why? Search engines love content. Without content, it is hard for search engines to determine when to show your page as a search result. Without a description of your business, customers as well as search engines are unsure what you actually offer.

How? Login to your micro-site account and click "Edit Your Business Details". In the Details tab, the intro paragraph field allows you to add 250 characters, which will show up on the listings page with the other businesses in your category. Be concise, and utilize keyword phrases here that will link your business name to the nature of your work. The Long Description field is where you can add an unlimited amount of text – we strongly recommend you list all of your services, provide hours of operation and showcase what regions you service. For even more impact, add calls to action like "Call us to place an order" and bold pertinent text including your **'keywords'**.

Add Social Media Links

Why? Have a Facebook, Twitter or LinkedIn page? Let visitors see what you are up to in the ever-growing social media circles by linking up your social media accounts – yet another way for potential clients to reach you in the segments they are already present in.

How? Login to your microsite account. Go to the Contact tab and add the hyperlink to your Facebook Page, Twitter account and/or LinkedIn profile for your business.

Add Photos

Why? One of the fastest ways to make your micro-site look great is by adding photos. The power of photos is unbelievable, so we have given all of our micro-site users the ability to add up to 20 photos! Use this as an opportunity to showcase your store, products, logo or inventory.

How? In your account, click on the Photos tab. Before uploading, slideshow photos must be sized to 550x340 pixels. If you need help sizing photos, please contact Mannix Marketing at 518-743-9424 or send your photos to help@mannixmarketing.com.

Add Coupons

Why? Increase customer response with coupons. Everybody is looking for a deal these days, so drive traffic to your business with a special offer! In most cases, customers with a coupon tend to spend more money! Coupons are also automatically fed onto the specific coupons page the site you are advertising on, adding additional exposure for your business!

How? In your account, Click "Add Coupon". Provide a title and add in details of the promotion, and fill in additional fields if necessary. Once created, all coupons will be made into a printable link for users to print out and bring to your establishment. You can add an unlimited amount of coupons to your micro-site.

Add Events

Why? Get the word out about your businesses' events! Whether you have happy hour specials, shopping sales, volunteer opportunities, community events, etc… you have the opportunity to let the public know the many things you have happening at your business. Plus, if you add an event to your micro-site, your event will also be placed in a queue to go onto our regional events calendars spanning Albany NY to the Adirondacks.

How? In your account, click on the Events tab. Select "Add Event". Submit your event information with a start and end date. Add in as much information about the event as possible for maximum impact.

Add PDFs

Why? Have a brochure or menu you want to feature? Upload your PDFs to your micro-site. Not only will you be able to offer site visitors the opportunity to download or print information about your business, but you are also giving search engines another media on your micro-site.

How? In your micro-site account, go to the tab labeled PDFs. Click "Upload PDFs". Click "Add Files". Browse your computer for the PDF and click "Open" (please note: all PDFs need to have a file size of 256KB or smaller). You are allowed to add an unlimited number of PDFs to your microsite.

Add Videos

Why? Video is an increasingly popular way to showcase your brand, tell a story and keep users interacting with your business. Do you have a TV commercial or a product demo? Showcase this on your microsite. Don't have a video for your business? Do a search on YouTube to see if anything fits within your industry. You may be surprised what relevant videos you find!

How? Login to your microsite account, select "Edit Your Business Listing" and click on the Video tab. If you have your video on YouTube.com, Blip.tv or another video service, copy the embed code from that location. If you have a raw video file, please send us your video file to help@mannixmarketing.com so we can produce the embed code for you.

Add Press Releases

Why? Growing your business? Adding a new product launch? Holding a seminar? Upload a press release for free! It's easy to submit and lets our editorial staff know when you have something interesting happening! After review, your press release will be fed into our Business News RSS feed for thousands of subscribers to check out. PLUS, your story may even be picked up and featured on one of our local sites' homepage for HUGE exposure!

How? Under your account, click on "Submit a Free Press Release". Fill out the form and include a picture or logo. Click "Submit".

Encourage Reviews

Why? Let's face it. Most every site you visit, reviews are prevalent. Consumers, whether B2C or B2B, are actively looking for the best fit for their needs and are trusting the word of recommendations provided by customers who have already experienced your business. Since our sites offer reviews, take this as an opportunity to encourage your happy clients to post positive testimonials about your business.

How? Ask customers to write reviews, provide a link. Monitor comments on your facebook page and reply with a link to clients that have positive things to say. Thank your regulars and ask them if they would write a review. Add a link to your email signature – in your everyday correspondence with hundreds of customers, you may get a good amount of people using this link.

Review for Accuracy

After you have finished filling out your micro-site with content, photos, PDFs, events, coupons, press releases and videos, check to make sure all information is accurate and grammatically correct. Your micro-site may be the first place someone has heard of your business so you want to make it count. Make sure the map is directing visitors to the right location; test out the contact form to make sure you are receiving the emails; double check the phone and address listed with your company are correct.

Although this appears to be a lot of work, optimizing and enhancing your micro-site can pay out in dividends! We are confident you will see how impactful these changes are to your brand exposure, inquiries and click- through rates!